

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

December 20, 1996

RJR Account #180000

R. Rinde

ELMIRA DISTRIBUTING

## **FEBRUARY DORAL B2G1F / PROMOTION #700046**

Dear Rich:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-23883	2	12300-16612	1
Light 100	12300-23881	2	12300-15212	1

**PO #012097**

**Product / Premium Arrival:**

**January 20, 1997**

**Ship Date to Retail:**

**Week of: January 27, 1997**

**SKU CUBE:**

**1.3600**

**SKU WT (w/o Product):**

**4.0000 lbs**

**Retail Sales Offer per Sku:**

**20 units**

**Billing per Sku:**

**4 Savings Cartons**

**EFT \$ Amount:**

**\$1,224.36**

**Non-EFT \$ Amount:**

**\$N/A**

51862 3806

B2G1F  
ELMIRA DISTRIBUTING

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE  
ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$84.00 (3 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: A. Zecca

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-FEBDOR.DOC

51862 3807

# WHOLESALE PACKING INSTRUCTIONS

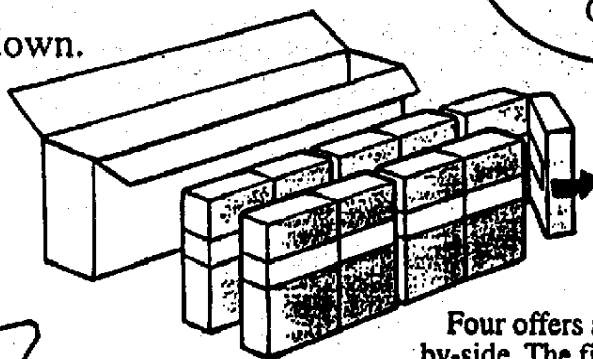
## VALUE ADDED PROMOTIONS - 1ST QTR. '97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

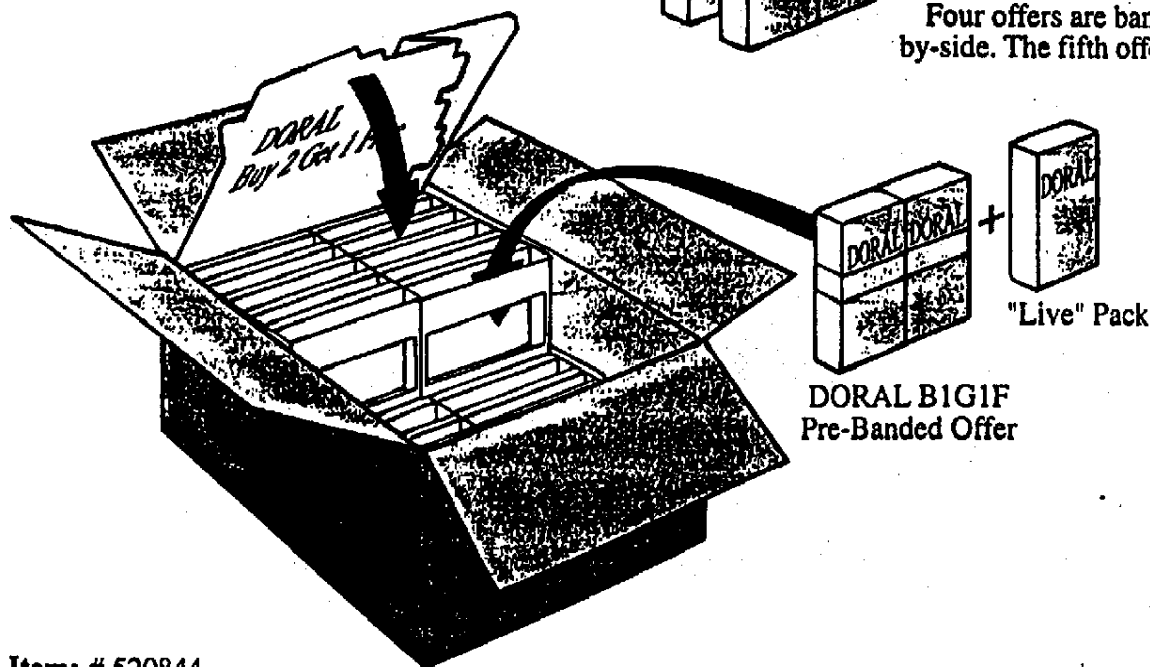
### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.



Item: # 520844

Description: DORAL B2G1F Sleeve Kit

Brand Style	FF Kg B1G1F	LT 100 B1G1F	X	FF Kg LIVE	LT 100 LIVE	
Number of Cartons	2	2	X	1	1	

51862 3808

WHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>  
 TEMPLATE : 700046 70200 DOR FEB B2G1F  
 TEMPLATE SEQ : 0002  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162203	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162203	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607)796-9208
162204		666526	NICHOLS TRAVEL PLAZ	EXIT 62, ROUTE #1	NICHOLS	NY	13812	1				(607)699-3104
162203		718792	LIQUID UNLIMITED IN	1600 CEDAR ST	ELMIRA	NY	14904	1				(607)734-4296
162203		035860	HARNAS READI MART	ROUTE 223	ERIN	NY	14838	1				(607)796-2770
162203		737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	2				(607)739-5401
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1				(716)394-4490
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	2				(315)548-5046
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	1				(315)597-6300
162606	162627	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	2				(607)324-1560
162203	162228	269635	FOODMART	328 PARK AVE	CORNING	NY	14830	1				(607)962-3221
162203	162228	269831	MINIERS	2914 CANAL ST	BIG FLATS	NY	14814	1				(607)562-8015
162203	162231	597271	BIG M	15 MAIN STREET	SPENCER	NY	14883	1				(607)589-4999
162203		669822	J&L DAIRY	455 ITHACA RD.	HORSEHEADS	NY	14845	1				(607)397-2731
162203		727822	QUICK STOP BEV & GR	1331 COLLEGE AVE	ELMIRA	NY	14901	1				
162203	162228	763838	HESS #32221	100 COLLEGE AVE	ELMIRA HEIGHTS	NY	14903	1	NYS	0353-0100		(607)734-7744
162203	162228	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607)962-7675
162203	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607)739-8958
162604	162627	269729	WAYLAND FOODMART	E MAPLES ST	WAYLAND	NY	14572	1	NYS			(716)728-2821
162203	162231	269425	MACKS PHARMACY	PLZA SHOPNG CTR	ITHACA	NY	14850	2	*NYS			(607)272-6290
162203	162228	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	NYS			(607)936-4552
162203	162627	764298	MAPHS EGGLELAND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607)594-3688
162203	162627	269473	GLEN GROCERY	FRANKLIN ST	WATKINS GLEN	NY	14891	2	*NYS			(607)535-6601
162203	162627	022619	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY	14891	1	NYS			(607)535-2152
162203	162627	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1	NYS			(607)535-7515

PAGE BREAK TOTAL ACCOUNTS 25 TOTAL QUANTITY

TEMPLATE TOTAL ACCOUNTS 25 TOTAL QUANTITY

30

51862 3809

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

01/29/97

ACCOUNT NUMBER: 180000                      ELMIRA DISTRIBUTING  
VOUCHER NUMBER: 15341691                  374 UPPER OAKWOOD AV  
DATE WRITTEN: 01/29/97                    ELMIRA , NY 14903  
STATUS: PAID  
AMOUNT PAID: 84.00                      SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	3.00	84.00

EXPLANATION: DCR B2G1F 700046 / AZ

51862 3810